

Impact of TikTok Content on Teenagers' Lifestyle and Behaviours among Senior Secondary School Students in Ogun State — Zabur Olayiwola Soluade,

***^{1,3} & ⁴Zabur Olayiwola Soluade, ²Taofeek Taiyeola Otubanjo, ³Sulaiman Adeyemo Babatunde, & ⁴Taiwo Olarinde Idowu**

^{*1,3&4}College of Social and Management Sciences, Department of Sociological Studies, Tai Solarin University of Education, Ijebu-Ode, Ogun State, Nigeria. **Email:** Soluadeola@gmail.com; soluadezo@tasued.edu.ng¹; adeyemobabatundes@gmail.com³; taiwogcfr@gmail.com⁴

²School of Arts and Social Sciences, Department of Social Studies, Tai Solarin College of Education, Omu, Ijebu, Ogun State, Nigeria **Email:** Otubanjo1@yahoo.com

Abstract

The youth acceptance and addiction to TikTok application calls for the attention of stakeholders in the educator sectors. This study assesses the impact of TikTok content on teenagers' lifestyle and behaviours among senior secondary school students in Ogun State. The study examines the extent of students' usage of TikTok, analyze the types of video content mostly watched by the students on TikTok, identify levels of students' addiction to TikTok and explore the impact of TikTok video contents on students' behaviour. Survey research designed was adopted for the study, with population covering all SS1 SS3 urban students in Ijebu-Ode local government area of Ogun State. Three hundred and seventy-nine (379) students were selected using simple random sampling procedure. Data collection was conducted using a self-structured questionnaire named "TikTok and Teenagers Lifestyle Questionnaire" (TTLQ) which had a reliability coefficient of $R = 0.86$. The collected data were coded and analysed using descriptive statistics of simple percentages. The results indicated that students' levels of addiction to TikTok were found to be high and student exposure to videos on TikTok has effects on students' behaviour and lifestyle. It was recommended that the government should regulate social media and educators should upload mostly videos that will serve dual purposes of educating and entertaining on TikTok to encourage the curiosity of the students.

Keywords: TikTok, TikTok content, teenagers, lifestyle, behaviours

Introduction

The digital revolution has brought about concern among scholars about the consequences of the digital revolution on the well-being and development of Nigerian youth. Social media are Internet-based tools that allow individuals to communicate, interact, and share evidence, content, pictures, ideas, personal messages, and pictures with other users (Kaplan and Haenlein, 2010, Abraham, 2020, Lutkevich & Wigmore, 2022). Social media applications, Facebook, Twitter, Instagram, WhatsApp, and TikTok, which allow users to communicate with one another interactively, have been on the increase recently. Social media are mobile and web-based internet services that create a highly interactive

platform for people to interact with others (Malik & Ahmad, 2019). The advent of social media has changed young people's perspectives and become an integral part of young people's daily lives. It has helped to keep people updated on the events in every part of the world and meet new people irrespective of their distance and race (Scalvini, 2024). Social media have helped to bridge the gap between old and new friends, serve as tools to solve problems, share ideas without physical contact, and help to enhance teaching and learning (Lutkevich & Wigmore, 2022). It has helped to strengthen communication and connectivity among the citizens as well as promoted social awareness, activism, and advocacy for a better society by the youth (Abraham, 2020). However, social media are not without shortcomings they have led to distraction for students and adults; waste time and reduced family and personal relationships, negative impacts on the academic performance of students, make students participate in dangerous challenges, and encourage bullying and misspelling of words (Lin et al., 2016; Kennedy, 2019; Abraham, 2020; Sumadevi, 2024).

Social media in recent times, despite different measures put in place to regulate users' attitudes and protect users' rights, have been used to promote offensive posts, disinformation, deception, most especially by content social media influencers, promote nudity and uncensored content that have effects on lives of Nigerian youths (Kuppuswamy & Narayan, 2010; Kennedy, 2019). Improper social media usage has the potential to distract teenagers who also have access to the usage of smartphones and copy what they see on social media, disrupt sleep, and expose them to bullying, rumor spreading, unrealistic views of other people's lives, and peer pressure (Hinduja & Patchin, 2009). Addiction to social media, which is most common among youths, can undermine teenagers and young people's moral development, and increase anxiety, depression, and sleep problems among the teenagers and the youths (A'lam Elhuda and Dimetry, 2014, Kennedy, 2019).

TikTok is one of the applications of social media that is perceived to be encouraging immorality among the youths in Nigeria. Immorality is an antisocial behavior which is posing a threat to cultural values and acceptable behavior of the youths in Nigeria (Oloyode & Oloyede, 2022). Through TikTok, pornography, lesbianism, homosexuality, derogatory and disparaging, cyberbullying, indecent dressing, and violent messages are promoted. Cyberbullying, lesbianism, homosexuality, pornography, and derogatory and disparaging remarks usually leading to violent acts have been traced to improper use of social media. A morally decadent society is on its way to ruin. Although TikTok is said to have promoted inclusivity and diversity, there are problems with the promotion of ethical standards by TikTok (Scalvini, 2024).

TikTok over time has grown to become a popular platform and the most downloaded app among youths in Nigeria. Due to low-regulated content created on TikTok and unrestricted access to the platform by TikTok, the platform has been making headlines in some countries. Former president of the US Donald Trump signed an executive order to ban TikTok in the US in 2020. In 2019, TikTok was also fined \$5.7m by the US

government for violation of the personal information of their subscribers (Washington Post, 2019). The African continent holds morality in high esteem and conformity with moral standards set by holds is what is used to measure good citizens. However, most of the uncensored content on TikTok does not promote African ideas of morality, as the contents promote promiscuity and sexual immorality, pre-marital sex, homosexuality, and lesbianism among teenagers and youths (Kamaku & Mberia, 2014, Oloyede & Oloyede, 2024). TikTok allows for the production and exchanging of user-generated content, there is growing concerns that limited regulations such as those provided by social media platforms have encouraged online predators, sexting, cyber-bullying, and exposure to violent and pornographic content (Gabriel, 2014; Milosevic, 2015).

Social media platforms such as TikTok, Twitter and Facebook have become an avenue for teenagers and youths to promote substance abuse, cultism, improper dressing, bullying, pornography, prostitution hook up and fraud, called G-guy (Ngohi et al., 2020; Oyediran, 2020). The sex scandal involving pupils of Chrisland Schools Lagos shows the level of how teenagers and young people can go to practice what they view on social media (Sun Newspaper, 2022). Also, in Ogun state, the arrest of Wariz Oladeinde (17 years), Abdul Gafar Lukman (19 years), Mustakeem Balogun, and Saliu Majekodunmi (20 years) for killing Rofiat (22 years) for money rituals which they claim they access the manual for the rituals from online Facebook page show the contents the teenagers are exposed to can influence their behaviors (Malik, et al., 2022). Online content influences how young people form their opinions, stereotypes, and impressions of others, and it has an impact on young people's decision-making processes (Balmas & Halperin, 2022; Guo *et al.*, 2021, González-Padilla & Tortolero-Blanco, 2020). More than 80% of individuals from age 18 to 35 years old use social media (Lin, 2023). Social media have become an integral part of society and have effects on nearly all areas of our everyday lives. However, its increased usage and addiction have created problems such as information overload, cyberbullying, online shaming, the spread of fake news and an increase in mental health issues (Haug *et al.*, 2024, Yusuf *et al.*, 2020). There has been an estimated 30% increase in daily social media usage in recent years (Elsier *et al.*, 2024). Faverio (2024) stated that in 2023, the Cyberbullying Research Center surveyed a nationally representative sample of U.S. youth aged 13-17. They found that almost one in four (23%) teens had been bullied online in the last month, up from 16% in 2016.

Social Media usage has cut across different age groups media, younger adolescents and even adults spend considerable time on different social media platforms. This has made social media to be an integral part of the daily lives of the people in our society in recent.

Teenagers use social media platforms for almost three hours a day on average. On Tiktok, activities that promote drug use, risky sexual behavior, and violent behavior are displayed for teenagers to watch and download and this puts young people in danger of harm to themselves or others (Simone et al., 2021; Kerusha, et al., 2024). Exposure of teenagers and young people to social media platforms which allow unregulated content on their platform promotes violent alterations that have negative effects such as health effects, legal repercussions, and early death for teenagers and young people in society.

The Covid-19 has made the usage of use smartphones a necessity among teenagers to participate in their academic activities. However, this has given them platforms have access to social media platforms and, despite age restrictions during the registration process on social media, there has been a rise in social media usage among teens in the last decade and this has led to changes in their dangerous behaviors.

Social media have made teenagers connect not only to their age group but also expose them to people outside their peer groups. Teenagers, due to their level of exposure, most of the time, want to take chances and participate in dangerous activities where social media interaction encourages their risk-taking urges (Fanni et al., 2017). On average, individuals spend 151 minutes on social media each day (Dixon, 2022). Youth's levels of discipline are now called into question due to the influence of social media exposure. On social media you find celebrity immorality, content creators portraying fake lives, violent criminality, publicizing lawlessness and coordinating anti-social behavior (Baym, 2015; Sternheimer, 2014). Such fears have frequently culminated in attempts by adult society to intensify surveillance, censorship, and control over online platforms. Content creators on TikTok, often referred to as influencers, play a significant role in shaping the attitudes and behaviors of their followers. Research by Abidin (2016) on influencer culture highlights how influencers establish credibility and trust in their audience, making their opinions and behavior highly influential. In the context of secondary school students, popular TikTok creators can impact fashion choices, language use, and even career aspirations.

Ghulam et al., (2014) examine how social networking sites have affected young people's evolving attitudes. Results show that the majority of respondents used Facebook as their preferred social networking platform. The results further indicated that social media help educate young people, but they may also erode social standards and hurt research on young people. It encourages immoral images, videos, and photographs, incites animosity between various populations, and deteriorates international relations. However, social media are crucial in raising young people's political consciousness. Vatera (2018) reports a non-representative survey of high school students done by Montana State University on the impact of technology on romantic relationships. The study found that almost all (95%) of high school students report that technology and social media have influenced adolescent dating relationships as it has helped them to bridge physical communication barriers more easily, but many also note the increased risk of misunderstanding and conflict from communication that is not face-to-face. Sushma (2019) in his study assesses the impact of social media on young people. The results revealed that 20% of the respondents benefited positively from social media; another 20% of the respondents could stay connected with friends through social media, 28% of the respondents gained benefits like entertainment and fun, and 18% of the respondents got benefits like in quest of job opportunities. Results also show that social media causes health problems and affects Arabian culture. Abraham (2020) examines the attitudes of adolescents toward social media. The results show that social media influences their

social life and relationships, lifestyle, health, academic performance, and privacy and security.

Syam et al., (2022) explore the students' behavior in using TikTok in their daily life using quantitative design. The findings show that students enjoy using TikTok; most students at least use TikTok once a day for entertainment video content. The most favorite content watched by the students affects the purpose of using TikTok is to entertain themselves and there are no direct effects of using TikTok for their communication skills. Hanum Neng and Yunus (2023) assess the impact of using the TikTok application on changes in student lifestyles using mixed methods with data collected through questionnaires. The findings show that the application of TikTok results in a positive impact on students lifestyles in the areas of being to be current on what is going on around the world, learn and engaging in buying and selling. Also, the results show a negative impact on students in the area of being addicted, not knowing the time, and being lazy. Oloyede and Oloyede (2024) assess the role of religion in ameliorating the effects of social media on the morality of youths in Nigeria and the role of religion. The study shows that social media have undoubtedly been a large promoter of vices and have led to moral decadence in our society and there is also the need to keep shared content in positive favorite applications.

Theoretical Frameworks

The rapid rise of TikTok as a social media platform has had significant implications for content creation and consumption among youths, particularly secondary school students. The two theoretical frameworks upon which this study is situated are social learning theory and uses and gratification theory. Social Learning Theory was postulated by Albert Bandura in 1977. Social learning theory (SLT) posits that individuals learn by observing the behaviors of others, especially those they consider role models. TikTok, with its short, engaging videos, provides a platform where students can easily observe and emulate content creators. According to Bandura (1977), this observational learning is particularly potent when the observer identifies with the model and perceives the behaviors as rewarding or beneficial. TikTok content creators often display lifestyles, skills, and attitudes that secondary school students might aspire to, thereby influencing their behavior and attitudes. The second theory that this study is situated in is the uses and Gratifications Theory of Katz, Blumler, & Gurevitch, (1974). The theory suggests that media users actively seek out media that fulfills their needs and desires. Katz, et al., (1974) identified various gratifications that users seek from the media, such as entertainment, social interaction, and personal identity. Secondary school students in Ogun State might use TikTok to satisfy these needs, which can shape their attitudes and behaviors. For instance, the desire for social interaction might lead students to engage with trending challenges and hashtags, while the need for personal identity might drive them to create content that reflects their personalities and aspirations.

Statement of the Problem

The increasing popularity of TikTok among secondary school students in Ogun State, Nigeria, has raised concerns about its impact on their attitudes and behaviours. As these students spend considerable time consuming and creating content on TikTok, there is a growing need to understand how the platform influences their social interactions, self-perception, and academic performance. Previous studies have highlighted the powerful role of social media in shaping youth behaviors and attitudes, but specific research on TikTok's influence in the context of Nigerian students remains limited. This study aims to fill this gap by investigating the influence of the TikTok Application on student's lifestyle and behavior among senior secondary school students in Ogun State.

Objectives of the Study

The main objective of the study is to assess impact of TikTok and content creators on youths attitudes among secondary school students in Ogun state. The other specific objectives of the study are to:

1. examine the extent of students' usage of TikTok,
2. analyze the types of video content mostly watched by the students on TikTok.
3. identify levels of students' addiction to TikTok.
4. explore the impact of TikTok video contents on students' behaviour.

Research Questions

The following research questions guide the study.

1. To what extent do students use TikTok in Ogun state?
2. What types of content are mostly watched by the students?
3. What are the levels of students' addiction to TikTok?
4. Does TikTok content affects students' personal behaviour

Methodology

The study employed a descriptive research design. This design helps to get the views of the students on the impact of TikTok's content on teenagers' lifestyles and behaviors among senior secondary school students in Ijebu-Ode, Ogun state. The population of this study comprises all the senior secondary school students in Ijebu-Ode, Ogun state. The population is appropriate because it will allow for assessing the attitudes of the students

towards the usage of TikTok and its impact on their attitudes and behavior. Three hundred and seventy-nine (379) students made up the sample for the study. Simple random sampling was adopted in selecting the respondents from students in senior secondary one to three (SS 1 -SS 3). This is to give all the students equal access to participate in the study. The instrument used for this study was a self-designed questionnaire tagged “TikTok and Teenagers Lifestyle Questionnaire” (TTLQ). This is constructed from the research questions that were raised to guide the study. The instrument is made up of 10 questionnaire items. Section A of the instrument was designed to elicit demographic information from the respondents, while Section B contained 10 items with their options based on the question asked. The instrument face and content were established by two experts in the field of testing and measurement who scrutinized it and made necessary corrections. Also, a pilot test of the instruments was carried out at another institution outside the study area. Cronbach alpha was used to determine the reliability coefficient of the instrument, which was found to be 0.89. The collected data was coded and analyzed using descriptive statistics of simple percentages for data analysis.

Results

Demographic Analysis

Table 1: Age distributions of respondents

Gender	N	Percentage
Male	145	38.3%
Female	234	61.7%
Total	379	100%

Table 1 above shows the age distributions of the respondents. One hundred and forty-five (145) (38.3%) of the respondents are male while two hundred and thirty-four of the respondents are female (234) (61.7%). This shows that the majority of the respondents are female.

Age

Table 2: Age distributions of the respondents

Age	N	Percentage
10-12yrs	65	17.2%
13-15yrs	182	48.0%
16yrs and above	131	34.6%

Total	378	99.7%
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Table 2 above shows the age distributions of the respondents. Sixty-five (65) (17.2%) of the respondents are between the ages of 10-12yrs; one hundred and eight two (182) (48.0%) are between the ages of 13-15yrs, while one hundred and thirty-one (131) (34.6%) are ages 16yrs and above. This shows that the majority of the respondents are between the ages of 13-15 years.

Research Question 1: To what extent do students use TikTok in Ogun state?

Table 3: Distributions on how long the respondents have been using TikTok Application

SN	Items	N	Percentage
1.	Less than 6months	47	12.4%
2.	6months -1yr	83	21.9%
3.	1yr -3yrs	135	35.6%
4.	3yrs and above	109	28.8%
Total		374	98.7%

Table 3 above shows the duration of times the respondents have been using the TikTok application. Forty-seven (47) (12.4%) have been using TikTok for less than 6months. Eight-three (83) (21.9%) have been using TikTok within 6 months -1yr, while one hundred and thirty-five respondents (135) (35.6%) have been using TikTok between the period of 1yr-3months. Lastly, one hundred and nine (109) (28.8%) respondents have been using TikTok in the last three years and above. This shows that many students have been using TikTok for more than a year.

Table 4: TikTok usage among the students.

SN	Items	N	Percentage
1.	Everyday	255	67.6%
2.	Once in a week	90	23.9%
3.	Once in a month	26	6.9%
4.	Never	6	1.6%
Total		377	99.5%

Table 4 above shows the frequency of the usage of TikTok by students. Item 1 which states 'everyday' has the highest frequency of 255 (67.7%), followed by item 2 which

states ‘once in a week’ with a frequency of 90(23.9%). The lowest frequency in the distribution is item 4, which states ‘never’ with a frequency of 6(1.6%). This shows that most students open TikTok applications everyday.

Research Question 2: What types of content are mostly watched by the students?

Table 5: Content mostly watch on TikTok by the students

SN	Items	frequency	Percentage
What attracted you to TikTok?			
1.	Entertainment	199	52.5%
2.	Education content	82	21.6%
3.	Awareness	19	5.0%
4.	Fashion	21	5.5%
5.	Making content	32	8.4%
6.	Bosting of image	25	6.6%
Total		378	99.7%

Table 5 above shows that the majority of the students were attracted to TikTok by entertainment content 199 (52.5%), this is followed by educational content 82 (21.6%). The least content that attracts students to TikTok is ‘boosting of image’ with a total frequency of 25(6.6%). This shows that more than half of the respondents were attracted to TikTok other than education.

SN	Items	N	Percentage
1.	Entertainment	192	50.7%
2.	Education content	125	33.0%
3.	Fashion and beauty	48	12.7%
4	Product	12	3.2%
Total		377	99.5%

Table 6 shows the kind of video most enjoyed by the students. The table shows that “entertainment” content 192(50.7%) is the most enjoyed video by the students on

TikTok, followed by “education” content 125(33.0%). The least enjoyed video on TikTok is the “product” content 12(3.2%). This implies that students enjoy mostly entertainment and educational content and most enjoy TikTok.

Research Question 3: What are the levels of students’ addiction to TikTok?

Table 7: Students levels of addiction to TikTok.

SN	Items	N	Percentage
1.	High	269	32.7%
2.	Medium	90	57.5%
3.	Low	19	9.8%
Total		378	99.7%

Table 7 shows students' levels of addiction to TikTok. Item 1 shows that 269(57.5%) respondents picked “high”, Item 2 shows that 90(32.7%) picked “medium” while 19(9.8%) picked “no”. This shows that most students think that students' level of addiction to social media is high.

Research Question 4: Does TikTok content affects students’ personal behaviour

Table 8: TikTok and students’ personal behaviour

SN	Items	N	Percentage
1.	Yes	304	80.2%
2.	No	30	7.9%
3.	Not sure	44	11.6%
Total		378	99.7%

Table 8 shows the influence of TikTok on students' behaviour. 304 (80.2%) picked Yes, 30 (7.9%) picked No, and 44 (11.6%) picked Not Sure. This shows that the majority of the respondents think that TikTok affects students' behaviour.

Table 9: Effects of TikTok on students lifestyle

SN	Items	N	Percentage
1.	Makes students to smiles to themselves	120	31.7%
2.	Make student to be sad and laugh at the content	52	13.7%
3.	Tiktok is addictive	103	27.2%
4.	Makes students to be lazy to do other things	102	26.9%
Total		377	99.5%

Table 9 shows the influence of TikTok on students' lifestyles. Item one which states that TikTok makes students smile to themselves recorded the highest frequency of 120(31.7%), followed by item 3 which states that “TikTok makes students addicted to social media” is 103(27.2%). The least influence of TikTok on students' lifestyles is ‘TikTok makes students sad and laugh at the content 52(13.7%)’. This implies that TikTok makes students smile at themselves, become addicted to social media and make students to be lazy at doing some other things.

Table 10: Negative impact of TikTok on students.

SN	Items	N	Percentage
1.	Promote offensive post/cyber bullying	48	12.7%
2.	Encourage deception	64	16.9%
3.	Aid spreading of rumours and wrong information	71	18.7%
4.	Student share nudes pictures and uncensored contents through TikTok	31	8.2%
5.	Indecent dressing	30	7.9%
6.	Violent messages	69	18.2%
7.	Encourages dangerous challenge	62	16.4%
Total		375	98.9%

Table 10 above shows the negative impact of TikTok on students. Item 3 which states that “TikTok aids the spreading of spread and wrong information among the students”, has the highest frequency, 71(18.7%), followed by item 6 which states that “students send violent messages through Tikytok” 69(18.2%). The least negative impact of TikTok on students is recorded by item 4 which states “Students share nude pictures and uncensored content through TikTok” 31(8.2%). This shows that TikTok aids the sharing of rumours and wrong information, violent messages and encourages deception among students.

Discussion

The findings of research question one show show that many students have been using TikTok for more than a year and that students open TikTok Application every day. This supports the findings of Simeone et al., (2021), Syam and Meldawati, (2022) and Kemsha et al., (2024) who found out that teenagers use social media almost three hours a day. However, the finding is in contrast with the findings of Rosdiana & Nurnazmi, (2021), which show that TikTok is not very good for students’ mental and personalities. There are unexpected findings which show that few students ever opened TikTok. This may be due to the fact they considered TikTok not to have a positive influence on academic performance, mental health and personal growth. The findings of research question 2 show that ost of the students are motivated to open a educational account for entertainment rather than for education purposes and that students most enjoy entertainment and educational content on TikTok. This supports the findings of Mana (2021) and Syam et al. (2022), who have also found out that most students open TikTok to entertain themselves as well as support their learning process. This finding also supports the finding of Gustika (2022), whose findings show that the most watched video on TikTok by students is an entertainment video. This result is in contrast with the findings of Puspitasari (2022) and Daniati (2022) who found out that students mostly watch educational videos on TikTok.

The findings of research question 3 show that most of the students are of the opinion that students' level of addiction to social media is high. This implies that most of the students are addicted to opening TikTok applications every day, which makes its level of addiction be higher. This finding is supported by the that of Hanum-Neng, et al. (2023) who found high levels of student addiction in his study. This suggested that students access to TikTok application and the videos that motivated their opening of the application increase their level of addiction to Tiktok. The findings of research question four shows that the majority of the respondents are of the opinion that TikTok affects students' personal behaviour. Video contents watch in the TikTok makes students to smiles at themselves, be addictive to social media and make students to be lazy at doing some other things; The findings also shows that TikTok aids shearing of rumours and wrong information, violent messages and encourage deception among the students. This finding supports the findings of Agianto et al. (2020), Fauziah (2021) and Hanum-Neng et al. (2023) who found TikTok increasing the levels of students’ addiction to social media and positive and negative impacts of TikTok on students’ lifestyle and behaviour.

The implication of this is that the video watched by the students has effects on their lifestyles and behavior and in most cases the effects are more negative than positive.

Conclusion

This study investigated the influence of the TikTok Application on students' lifestyles and behavior among teenagers in senior secondary schools in Ogun State. The study found that most of the students have been using applications for more than a year and open the application almost every day. This might be because the schools used are in urban areas and students, in the pretense of using mobile phones for their assignments, open applications. The findings might also be due to peer influence and the popularity of the application in allowing people to assess the application, open the page and upload videos which seem not to be regulated.

Teenagers are mostly attracted to the TikTok Application by the entertainment videos uploaded on TikTok and most of students download and watch videos for entertainment and education. This suggests that students, although watch educational videos, are mostly attracted to TikTok by the entertainment content. Students' levels of addiction to TikTok were found to be high. This suggests that students spend most of their time watching videos in TikTok almost every day. Exposure to videos on TikTok has effects on students' behavior as most of the students smile at themselves, are addicted to social media, and make students lazy at doing some other things. TikTok is found to have aided the sharing of rumors and wrong information, encouraged dangerous challenges, sent violent messages, encouraged deception, and promoted indecent dressing and cyberbullying among students.

Recommendations

1. The TikTok Application must be regulated and teenagers should not have open access to the application.
2. Access to teenagers to watch and upload entertainment videos should be regulated. Apart from the age required, the Application should develop a programme to detect students' age through their pictures to block teenagers from watching some videos.
3. The federal government should promulgate laws that will regulate social media to curtail the negative effects of TikTok among teenagers.
4. Educators should upload videos that will serve mostly the dual purposes of educating and entertaining on TikTok to encourage the curiosity of the students.

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